

CHAPTER VI

CONCLUSION

6. Research Limitation

In this research, researcher only focus on propose model for Indonesain Gastrodiplomacy trough Public Relations strategy and mapping the nation which already success in Gastrodiplomacy strategy become Indonesian Gastrodiplomacy strategy to be mirrored.

6.1 Conclusion

Gastrodiplomacy represents one of the more exciting trends in public diplomacy outreach. The subject of culinary cultural diplomacy how to use food to communicate culture in a public diplomacy context began with the application of academic theories of public diplomacy to case studies in the practice of the cultural diplomacy craft.

The most effective cultural diplomacy takes national traits and cultures, distills them to their most tangible forms, and communicates them to audiences abroad. Like the successful use of music as cultural diplomacy, gastrodiplomacy also seeks to create a tangible, emotional and trans-rational connection. Both music and food work to create an emotional and transcendent connection that can be felt even across language barriers. Gastrodiplomacy seeks to create a more oblique emotional connection via cultural diplomacy by using food as a medium for cultural engagement. On this emotional connection, Indonesia should have take a look

another nation Gastrodiplomacy perspective and implicate Public Relations activities.

The biggest challenge for Indonesia in Gastrodiplomacy is how to communicate a single image or message of cuisine to different audiences in different countries by Public Relations. The image of a nation is so complex and fluid as to deny the clarity implicit in a term such as brand image; and different parts of a nation's identity come into focus on the international stage at different times (O'Shaughnessy, 2000). In theory, Public Relations and public diplomacy calls for communicating in a coordinated and consistent look with multiple stakeholders. Within use Gastrodiplomacy foundation, researcher believe that Indonesian will raising up with their cuisine in International arena which means that to boosting up Indonesian economic tourism sector.

6.1 Future Research

Indonesian Gastrodiplomacy become interesting topic to be explored, Indonesia has potential source to attract the tourism aspect. In this point food is being part of the attraction. After strengthen strategy brand of culinary through public relations strategy also can be potential international relations among the nation and image expression from another for future gastrodiplomacy research in Public Relations perspective